Name of the Teacher:\_\_Anita Bindal \_\_\_\_\_ Class:\_\_\_\_\_\_B.Com I ASPSM\_\_\_

**Lesson Plan**

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| --- | --- | --- | --- |
| **S No** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **17-31 July 2017** | Nature, importance, types and fundamental aspects of communication. | **Lecture method** **Oral presentation** **Power point presentation****MCQ** |
|  | **01-31 Aug 2017** | Communication process. Application of communication process in developing effective marketing communication. | **Lecture method** **Role playing****Oral presentation** **Power point presentation****MCQ** |
|  | **01-30 Sept 2017** | Social and economic aspects of marketing communication. | **Lecture method** **Oral presentation** **Power point presentation****MCQ** |
|  | **01-31 Oct 2017** | Ethical and legal aspects of marketing communication. | **Lecture method** **Role playing****Oral presentation** **Power point presentation****MCQ** |
|  | **01-13 Nov 2017** | Emerging trends in marketing communication. | **Oral presentation** **Power point presentation** |

**Topics of Assignments/ Class Tests to be given to the Students:**

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| --- | --- |
| **Assignment 1** | Nature, importance, types and fundamental aspects of communication. |
| **Assignment 2** | Communication process. Application of communication process in developing effective marketing communication. |
| **Class Test** | Nature, importance, types and fundamental aspects of communication, Social and economic aspects of marketing communication. |